

## Fresno County Tourism Master Plan

The County of Fresno is working to improve the tourism and film production industry in the County. To do so, the County has hired a consultant, Mr. Ted G. Sprague of Sprague & Associates, to write, research, and help implement a "tourism master plan".

Mr. Sprague has completed his research, interviews and discussions with community leaders and the Board of Supervisors. His

initial plan was recently approved by the Board of Supervisors and he is moving forward with the final version of the tourism master plan.

Ted Sprague was hired by the County in April of this year and began his research by touring the County in order to be more familiar with all the attractions that the County has to offer.



County staff and the Tourism Committee helped Mr. Sprague narrow down a list of 20 County leaders to interview. The

Mr. Sprague then met with County staff and the Fresno County Tourism Committee in order to receive their input and suggestions. Based on these discussions, Mr. Sprague prepared an initial assessment and developed a set of 20 questions to ask prominent leaders in the County and gauge their opinions of what the County should do to improve the tourism industry.

interview process took several weeks, and the results were presented in a "forum" discussion held on the 17<sup>th</sup> of June 2002. Mr. Sprague presented his findings and initial plan on the 25<sup>th</sup> of June to the Board of Supervisors, and a final version of the master plan will be completed by the end of July 2002.

## The New Kerman Library

Grand Opening celebrations for Kerman's new library were held on Monday morning, June 24, 2002. The new building is located adjacent to the Kerman Community/Teen Center at 15081 W. Kearney Boulevard in the City of Kerman.

The new library has 4,370 square feet of floor area, 28 public seats, and two fulltime staff members.



There are 10,542 items of library material including special collections and artifacts for Punjabi, Spanish and Russian cultures, read-alongs, CD's, videos, audio-tapes, newspapers, magazines, young adult and children's Area.

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## Selma Focuses on Small Business Success

The City of Selma has created a unique vehicle to provide the Selma business community a place where local entrepreneurs can network, learn and collaborate with one another. The Selma Small Business Support Center (SBSC) is a business incubator without walls.

*...a place where local entrepreneurs can network, learn and collaborate with one another...*

The intent of Selma's SBSC is to provide businesses with the same advantages of a traditional incubator including: access to shared office equipment and meeting space, management/business plan training, access to a Revolving Loan Fund, ongoing professional support including legal and accounting advice, and more.

Another level of support offered at the SBSC is business education including the recent development of an onsite Entrepreneurial Training Program. The City of Selma partnered with the Central Valley Business Incubator to offer an Entrepreneurial Training Program (ETP), the first that the CVBI has conducted

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# 2002

## SUMMER

## Great Valley Center Awards Grants

In April 2002, twelve non-profit groups, community organizations, and local governments with projects throughout Fresno County were awarded a combined \$134,000 from the Great Valley Center's LEGACI grants program.

LEGACI is an acronym representing a focus on Land Use, Economic Development, Growth, Agriculture, and Community Investment.



**City Managers Don Pauley-Kingsburg, D-B Heusser-Selma, and David Elias-Fowler with the map of the Golden State Corridor. The Great Valley Center provided a LEGACI Grant to these Cities and the County to develop a joint vision for the opportunities associated with the Golden State Corridor.**

The mission of the Great Valley Center is to support organizations and activities that promote economic, social and environmental well being of California's Central Valley. In furtherance of that mission, each year the Great Valley Center awards monetary grants to organizations that are working to improve the well being of the Central Valley.

One of the collaborative projects receiving a LEGACI Grant is the Golden State Vision Project. Fresno County was the lead applicant for this grant and, along with their Golden State Corridor

Working Group Partners the Cities of Fowler, Selma and Kingsburg, will use the funds to conduct visioning sessions for stakeholders in the Golden State corridor. These visioning sessions will further the joint planning efforts for economic development in the Golden State Corridor.

LEGACI Grants were also awarded to the following Fresno County agencies:

ORGANIZATION	GRANT ACTIVITY
Fresno Neighborhood Network	Community Organizing / Leadership Development
Fresno West Coalition for Economic Development	Fresno West Business Development Center
San Joaquin River Parkway & Conservation Trust	Identification of Funding Options
Fresno Area Nonprofit Council	Coalition Building Efforts
Valley Public Radio	General Support
City of Selma	Youth Arts and Volunteer Program
El Rio De Los Reyes en Reedley Conservation Trust	Mapping and Strategic Planning
Fresno Collaborative Regional Initiative (CRI)	GIS Land-use Modeling Project
Sierra Foothill Conservancy	Board of Directors Development
Lutheran Campus Ministry	Summer Youth Recreation Program
One by One Leadership	GIS Mapping Project Identifying Community & Faith-based Assets

## RC&D Designation Provides Additional Service to Fresno County

A Resource Conservation & Development Area (RC&D) is a multi-County area designated by the U. S. Department of Agriculture (USDA). The purpose of the program is to accelerate the conservation, development, and utilization of natural resources to improve the general level of economic activity, and to enhance the environment. The RC&Ds generally form non-profit corporations to assist their sponsor agencies to obtain grants or federal and state funds.

The Yosemite/Sequoia Resource, Conservation & Development Area (YS/RC&D) – which consists of the mountain and foothill areas of Mariposa, Madera, Fresno and Tulare Counties – has completed its first year and adopted its work plan for the coming year.

The YS/RC&D's annual work plan focuses on issues and opportunities in four broad emphasis areas, Natural Resource Conservation, Economic Development, Legislative Influence, and Education.

*...YS/RC&D...has completed its first year and adopted its work plan for coming year...*

The proposed San Joaquin Valley Resource, Conservation & Development Area (SJV/RC&D) – which consists of the valley floor areas of Stanislaus, Merced, Madera, Fresno, Tulare, Kings, and Kern Counties – has submitted its pre-application for designation to the Secretary of Agriculture.

A Council consisting of local area sponsors governs the RC&Ds. These sponsors include: local Resource Conservation Districts, Boards of Supervisors, Tribal Governments, non-profits and other interested groups. USDA provides a coordinator, office and a vehicle that assists the RC&D Council to complete its Annual Plan of Work.

For more information about the RC&D programs, visit the California RC&D Association of Councils online at [www.californiarcandd.org](http://www.californiarcandd.org).



## Coalinga Joins the I-5 Business Development Corridor

City Manager Richard Warne announced that the City of Coalinga will join the I-5 Business Development Corridor, Inc. as a full pledged member. The announcement was made at the I-5 BDC Board of Directors on July 10, 2002.

The addition of Coalinga to the I-5 BDC strengthens both the regional economic development efforts on the West Side and the current efforts of the City of Coalinga.

The I-5 BDC provides its members with a regional identity and a voice or seat at the table as individual cities or communities, which they would not otherwise have. The I-5 BDC Board took the necessary actions to formally include Coalinga as a voting member at its July 10, 2002 meeting. Coalinga's membership in the I-5 BDC will be official after the governing bodies of the membership approve changes to the corporation's bylaws and Coalinga's membership.



The other members of the I-5 BDC are: the Cities of Firebaugh, Kerman, and Mendota, the Tranquillity Irrigation District, and Fresno County.

## I-5 BDC Receives Grant from Candelaria Foundation

Sarge Green, President of the I-5 BDC, announced that the I-5 BDC has received a \$12,000 grant from the Candelaria Fund Foundation. Sarge Green and Richard Fosse, I-5 BDC Executive Director, made a presentation to the Candelaria Fund Foundation in mid June. The Foundation was pleased with the presentation and responded with a check for \$12,000 for the I-5 BDC to use to support its operations. Keep informed about the I-5 BDC by subscribing to their monthly newsletter. Contact Richard Fosse at (559) 323-1440 or e-mail at [ref12@fresno.com](mailto:ref12@fresno.com). You can visit the I-5 BDC on line at [www.i5bdc.com](http://www.i5bdc.com).

## Cantua Creek Community Center

The County will be undertaking minor repairs and rehabilitation work at the Cantua Creek Community Center. The rehabilitation work will start in mid August and be completed by mid November. The Community Center is located at 29595 W. Latta Ave. in Cantua Creek. Fresno County Sheriff's officers use a small office at the Community Center to complete reports and paperwork when they are in the community. Any one interested in the Community Center should contact Lieutenant Huerta with the Fresno County Sheriff's Department in San Joaquin at 693-2438.

## Manning Ave. Corridor Study Focuses on Transportation and Economic Development

Funded by the Federal Highway Administration (FHWA), Jack Faucett Associates (Consultant) will complete the Manning Avenue Transportation and Economic Development Study (Study) by the end of July.

Manning Avenue is a critical transportation corridor for the cities of Orange Cove, Reedley, Parlier, Fowler and Selma for both commuter traffic and for shipment of raw materials and finished products.

The goal of this project was to provide assistance in the study corridor area to use in evaluating transportation improvement and economic development projects. A local advisory committee was formed and included the FHWA, Caltrans, Fresno County, COG, the Cities of Orange Cove, Reedley, Parlier, Fowler, and Selma, the Economic Development Corporation, CCEC, LAFCO, TCAG, SBC, and Reedley College.



Manning Avenue entrance to the City of Parlier.

The Study determined that if the deciding factor in a business' decision to locate in an area is related to transportation, particularly traffic flow and capacity, then roads with an unacceptable level of service can be assumed to make a site less attractive to businesses. Therefore, the impact of traffic congestion in the corridor includes the potential loss of future jobs, income, sales tax revenue, and property tax.

Planned Manning Avenue improvements to facilitate increased economic development are estimated to total \$17.9 Million and include projects in Fresno County, and the cities of Reedley and Parlier.

The potential economic and fiscal benefits that could result from the increase in economic development facilitated by the Manning Avenue Corridor improvements are estimated to be \$183 million in new income for corridor employees, \$3.1 million in new sales tax revenue, and \$2.7 million in new property tax revenue.

The Consultant's recommendations include continuing cooperation between all the Manning Avenue Corridor Partners, recognizing potential for the economic and fiscal benefits of transportation improvements, pursuing funding for planned Manning Avenue improvements, and continuing efforts to recruit employers to the Manning Corridor.

# 2002

## SUMMER

### DO YOU HAVE A SPECIAL ECONOMIC DEVELOPMENT PROJECT?

If you would like us to include it in this newsletter, please fax information to Fresno County Community Development Division at 488-3316, attention Mr. John Popp or call 262-4292

This publication is funded by the Fresno County Department of Employment and Temporary Assistance.



# 2002 Calendar

## S U M M E R

### IMPORTANT DATES

Aug. 01, 2002	Empowerment Zones & Renewal Communities Federal Tax Credit Workshop Fresno County Plaza Ballroom. 8:00 AM to 12:30 PM.
Aug. 06, 2002	Huron-Tule Enterprise Community Meeting 12th and N Street in Huron Elementary School, Huron. 10:30 AM to 12:00 PM.
Aug. 14, 2002	Yosemite/Sequoia RC&D Council Meeting. 10:00 AM to 2:00 PM.
Sep. 09, 2002	Five Cities Economic Development Authority Board Meeting. Reedley City Hall. 7:00 PM to 9:00 PM.

### 15 BDC, Inc. Meetings

Aug. 07, 2002	Biola Community Center 2:00 PM to 5:00 PM
Sep. 04, 2002	Coalinga 2:00 PM to 5:00 PM.
Oct. 02, 2002	Firebaugh Community Center 2:00 PM to 5:00 PM.
Nov. 06, 2002	Fresno County Offices 2:00 PM to 5:00 PM.

County of Fresno  
Planning and Resource Management Department  
Community Development  
2220 Tulare Street, 8th Floor  
Fresno, California 93721

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## The New Kerman Library...

There are eight (8) public computers and areas for future laptops. Outside of the building, there is a central water fountain, a flag pole area with flags, and an exterior book deposit.

The new building cost was \$892,000. It was financed by Bill and Katey Sebastian, the City of Kerman, Friends of the Fresno County Library, and Fresno County Library District Measure B Funds. The Fresno County Community Development Block Grant program provided funding for the Kearney Plaza Median and Sidewalk Improvements.

Highlights of the Grand Opening activities included recognition of longtime library and community supporters Bill and Katey Sebastian, and a tribute to Fresno County Supervisor Deran Koligian. Both Koligian and Bill Sebastian passed away recently.

Following the official ceremonies and ribbon-cutting, library staff hosted children's craft activities and tours of the new building.

The library's role in the community is to provide popular material and information for all age groups, and library programs for educational and recreational enhancement.

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## Selma Focuses on Small Business Success...

outside of Clovis.

The ETP is an intensive eight-week course that helps prospective entrepreneurs develop the tools and access the resources needed to operate a successful business. At the end of the program graduates have completed a business plan.

Selma's inaugural ETP class completed their training in June. As part of their graduation ceremonies, 20 new entrepreneurs proudly showed displays marketing their businesses for those in attendance.

